



IFW

PTO/SB/21 (08-00)

Approved for use through 10/31/2002

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

TRANSMITTAL FORM (to be used for all correspondence after initial filing)		Application Number	10/675,468
		Filing Date	09/30/2003
		First Named Inventor	Jeyhan Karaoguz
		Group Art Unit	2611
		Examiner Name	To be assigned
Total Number of Pages in This Submission	3	Attorney Docket Number	14309US02

ENCLOSURES (check all that apply)

<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> PTO 1449/08A with references <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) (sheets) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input checked="" type="checkbox"/> Power of Attorney <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): See "Remarks"
Remarks		Certificate Under 37 C.F.R. ' 3.73(b) (1 page) Stamped return postcard

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual Name	McAndrews Held & Malloy, Ltd.
Signature	Christopher C. Winslade
Date	6/3/04

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on

Name (Print/type)	Christopher C. Winslade	Registration No. (Attorney/Agent)	36,308
Signature		Date	6/3/04



POWER OF ATTORNEY FROM ASSIGNEE

Broadcom Corporation, a corporation of California, having a principal place of business at 16215 Alton Parkway, Irvine, California 92618-3616, is assignee of the entire right, title and interest for the United States of America (as defined in 35 U.S.C. ' 100), by reason of an Assignment to the Assignee executed on September 24, 2003 and September 25, 2003, of an invention known as MEDIA PROCESSING SYSTEM SUPPORTING PERSONAL ADVERTISEMENT CHANNEL AND ADVERTISEMENT INSERTION INTO BROADCAST MEDIA (Attorney Docket No. 14309US02), which is disclosed and claimed in a patent application of the same title by the inventors Jeyhan Karaoguz and James D. Bennett (said application filed on September 30, 2003 at the U.S. Patent and Trademark Office, having Application Number 10/675,468).

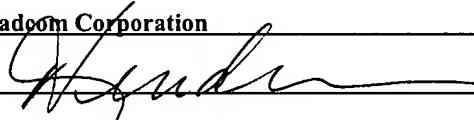
The Assignee hereby appoints U.S. attorneys and/or agents at McAndrews, Held & Malloy, Ltd. (Chicago, IL), Customer No. 23,446, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

The Assignee hereby grants said attorneys the power to insert on this Power of Attorney any further identification that may be necessary or desirable in order to comply with the rules of the U.S. Patent and Trademark Office.

Send correspondence to:

CHRISTOPHER C. WINSLADE
MCANDREWS, HELD & MALLOY, LTD.
500 West Madison St.
34th Floor
Chicago, Illinois 60661
U.S.A.

Direct phone calls to 312-775-8000.

FOR: Broadcom Corporation
SIGNATURE: 
BY: Dee Henderson
TITLE: Intellectual Property Portfolio Manager
DATE: May 19, 2004



Certificate Under 37 C.F.R. ' 3.73(b)

Docket No.: 14309US02

Applicant/Patent Owner: Jeyhan Karaoguz and James D. Bennett

Application No./Patent No.: 10/675,468 Filed/Issue Date: September 30, 2003

Entitled: MEDIA PROCESSING SYSTEM SUPPORTING PERSONAL ADVERTISEMENT CHANNEL AND ADVERTISEMENT INSERTION INTO BROADCAST MEDIA

Broadcom Corporation, a corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest, or
2. ☐ an assignee of an undivided part interest

in the patent application/patent identified above by virtue of either:

A. ☒ An Assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the Patent and Trademark Office at Reel 014252/Frame 0919, or for which a copy thereof is attached.

OR

B. ☐ A chain of title from the inventor(s) of the patent application/patent identified above to the current assignee as shown below:

1. From: _____ To: _____
The document was recorded in the Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.
2. From: _____ To: _____
The document was recorded in the Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.
3. From: _____ To: _____
The document was recorded in the Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

☐ Copies of assignments or other documents in the chain of title are attached.

[NOTE:] A separate copy (*i.e.*, the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the PTO. See MPEP 302-302.8]

The undersigned (whose title is supplied below) is empowered to act on behalf of the assignee.

Signature: Dee Henderson

Name: Dee Henderson

Title: Intellectual Property Portfolio Manager

Date: May 19, 2004